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Careers Today STAT

MAGAZINES

Careers' End

The problem of *Careers Today* magazine was not money but response. Editor in Chief Nicolas H. Charney and Publisher John J. Veronis lavished more than enough on production costs and advertising. Although it had promised more, the magazine never developed into much more than a job hunter's guide on slick paper. Subscribers were so few that they cost more than they were worth. Last week, after four issues, *Careers Today* folded. Its demise was not, of course, the end of Charney and Veronis (*TIME*, Feb. 14), who will continue to publish the successful *Psychology Today*.